

6 FIGURES AND BEYOND

3 SIMPLE STEPS TO GROWING YOUR BUSINESS USING SOCIAL MEDIA



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INTRODUCTION



Is it possible to create \$100k net this year, if you are a health/wellness professional?
3 simple steps to growing your business using social media. Many people enter the health and wellness arena because they have a deep desire to help people.

It doesn't matter what business you're in, you're in sales. This can be a dirty work for some.

Why is it that 96% of people fail when starting an online business?

- Overwhelm
- Confusion

Would you agree that when these two exist, nothing gets done?

People will happily spend thousands getting qualified, and then how to build a business from it seems an after thought.

So.... when we have clarity and vision, when we know exactly what we need to do everyday to move our business forward, then it will seem easy to follow the process and get results.

STEP 1

GETTING STARTED



Whatever it is you're selling, know your numbers, so that you can create a roadmap to get you to your goal.

There are many things to consider when figuring this out. There are expenses, software, payment systems, ad spend, accountants fees, taxes.

So figuring this all out first, so that you know how many of your programs/products you need to sell.

Knowing your numbers is essential.

Then workout how long will it take you to deliver (service) so you can work out how many hours you have to SELL the program.

How many hours per day do you want to work?

How many weeks a year? surely you want a holiday.

Do the numbers add up?

If not, what can you do for additional income?

1. WRITE EBOOKS

This is something many health and wellness professionals have delved into and has proved to be rather fruitful.

You can aim your marketing of an ebook to your specific target audience.

Try to communicate things on a level that your audience will understand. This can help you build influence within this audience and set you apart as the expert in your field.

Minimal costs, so they're economically and environmentally friendly.

It can be positioned as a stand alone product or as a lead magnet becoming a part of a greater marketing strategy.

It's your expertise that is for sale and this could put you ahead of your competitors.

2. SETUP A MEMBERSHIP SITE

You could increase your income by creating a membership site, build it once and get paid in your sleep.

There are many tools and apps out there to enable you to stand out from the crowd. Having an app made will take some investment to begin with but it will help people interact and the more engagement you can get, the better it will be.

Ask for your clients stories, allow them to share their success stories, genuine before and after photos in some niches can work, although overdoing this gets a bit dull.

Be sure to include some social share buttons, so your readers can share your content with their friends.

Remember to make it about THEM and not YOU.

3. NETWORK MARKETING, DIRECT SALES OR AFFILIATE MARKETING

As health and wellness professionals tend to build their business through relationships, their clients initially come to them because they trust their advice. If the client is happy, then they will happily refer them to friends and family.

For instance, someone goes to a Personal Trainer for their workouts but also wants advice on nutrition, and they know that nutrition plays a significant, if not more of a significance to transformation and change. There are many companies that are using network marketing or affiliate marketing as a method to sell their products or devices.

The decision to partner with one of these companies should not be taken lightly.

Choosing the right product/device/service

- You have already used and/or believe in it yourself
- The company is well-established and has a good track record
- The initial investment is comparable to the potential to generate revenue
- The company provides some marketing tools and resources
- The company has an established customer service and support system

4. BY CREATING SALES FUNNELS

Creating a sales funnel that converts doesn't have to be too overwhelming. In fact, you can build it relatively quickly if you understand the psychology of sales and you know where to find your ideal clients.

It's easier than ever before to get your message in front of targeted leads. You can use social media, emails, blogs, videos, webinars, the list is endless.

The problem most people have is jumping to selling before they've built the know like and trust with their prospects first.

Not all leads will be ready to buy straight away, So the importance of creating a process first to give value and engage with them is essential if you would prefer them to come to you, rather than you attempting to 'SELL' to them.

STEP 2

GROWTH AND INFLUENCE



Now you have everything in place, what are the specific steps?

You need to create content.

There are 3 stages of awareness in marketing

1. Problem education - This is where you help your prospects understand what they are trying to overcome
2. Solution research - This is where the prospect is trying to find a solution to the problem that you've made them aware of.
3. Solution selection - This is where prospects are ready and confident to choose a program that will help them with their problem.

You want to be creating content that all of your new leads see that handle the problem education and solution research phases of awareness. The easiest way to do this is to create a list of the top 3-5 questions or frustrations that your client faces before finding you as a solution.

Once you've identified these, you can create content to help them answer their questions or overcome their frustrations.

Content can be a mixture of videos, blog posts or articles that you can post on your website.

Once you are engaging with a lead you can send them to this content. It will help them see that you understand them and can help them with their struggles, it will also help to build rapport and influence.

So.... now you want to use social media too grown your audience and build influence within that audience.

Facebook owns 80% of the market right now, you will also have the ability to scale through advertising and target your specific audience.

But where are they?

Nobody wants to bug their friends and family, it may work in the short run, but they will be buying to support you and in the long run it will push them away.

A far better strategy would be to build your brand, create curiosity by giving value, so that your ideal client comes to you as the expert in your field, this way they are already half sold, then if there was an easy transition into presenting your service in such a way that they are confident that you have the solution to their problem.

Then all you have to do is ask for the sale.

Never any need for sending any spammy messages to people you don't know.

It's in alignment with what you love doing 'serving others'

It's been said a thousand times before, people buy from people that they know, like and trust. If that is true, then this process won't happen overnight.

Attraction marketing is based on the fact that you can attract your ideal prospect to you who has already shown an interest in what you have to offer because YOU have been sharing value based content, you've been building influence without being pushy or salesy, creating curiosity so that they come and check YOU out.

As long as your profile shows that you are the expert and you're getting engagement on your posts and are providing real value, then they will also start engaging, in fact, this will act as a filter so only the most suited prospects are ready to transition to the next stage.

But first things first, where are they?

Do they need your services? or do they need AND want your services NOW?

The 3 step process

1. Find out where your ideal prospect is hanging out on social media and engage with them where they're at.
2. Give value daily to create curiosity
3. Once they start engaging with you, then it's time to actively reach out.

Having systems in place to monitor this is essential for your success, being able to attract, prospect AND follow up daily should be an important part of your daily method of operation.

STEP 3

CLOSING AND PROFIT



This is where many struggle, how do you transition into 'THAT' conversation?

No- one likes rejection, so what if there was a way to predictably and consistently close these prospects who have already shown an interest in you?

So.... you've built the know like and trust through your social media strategy and your consistently 'showing up' educating, entertaining and engaging with them.

Now is the time to start asking questions.

Get them on a zoom if possible, again the more senses that are involved and the more engaged they are, the more chance you have of getting a sale.

Now.... it's important to remember here, that they will come into the call with their own agenda and possibly in a state of 'fear'.

Fear of being ripped off, so rather than coming in to the call with YOUR own agenda, telling them how amazing YOU are and how your program is the best, instilling more fear.

ASK QUESTIONS

The discovery call only needs to be about 15 mins.



INTRO

Explain the purpose of the call, which is to find out about THEM and what THEY need. Then if it looks like they might be a good fit, you can book them in for a more in depth call.

DISCOVERY

Why, what, how are great questions followed by a can you describe for me please or can you explain to me please.....

The goal of this call is not goes them to buy anything, it's just to bring them to a neutral position.

EMOTION

This is done by pushing pleasure AND pain.

So..... by asking them about their goals = PLEASURE

then maybe ask them what will happen if they don't reach that goal =PAIN

By getting them to go there in their minds eye and asking them how they will feel.

APPOINTMENT

The aim of this call is to get the 2nd call booked. You could give them something to fill out, whether it's a health and medical questionnaire or get them to watch a more in-depth training, to further build on the trust, that you have the solution to their problem.

The 2nd call will be longer.

You will want to revisit goals but now, what has held them back in the past from achieving this goal. What have they tried before? what was the outcome, why did it not work out etc.

Find out why it's so important NOW?

Again on a journey through Pain and Pleasure, back to neutral.

Then the way you can describe your solution, you can repeat back what they have already told you.

This may sound complicated, but as long as you have control of the conversation and are asking the right questions to get the answers that YOU are looking for to guide them through.

This only works if it's going to be a win-win for both parties, we are not talking about manipulating here, we are talking about asking them the right questions to check that this is the right solution for them.

No-one wants them to get buyers remorse, You also need to be able to deliver on your promises. You can finally present your service in such away.

This program works on a very specific 5 step process, would you like me to share that with you now?

Step 1 - Clarity (repeat their goals)

Step 2 - Daily actions to get to their goals (covering past challenges)

Step 3 - Education/skill sets when we understand why we are doing things it's easier to keep going.

Step 4 - Support and guidance to eliminate any stepping stones or fears and to create new habits

Step 5 - Mastery

Throughout this section, we would have hopefully covered any objections that they might have had, so that when it comes to asking for the sale, it's a no brainer.

If not, there's a downhill available.

If that doesn't work, then onto the follow up system.

Did you know that 62% of people would buy, if they were followed upon with 8-12 times, whereas, only 50% of people even follow up once.

It's true what they say that the fortune is in the follow up, so imagine what that would do to your bottom line if you had a follow up system in place.

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And yes... I run a 12 week mentoring program where I go into this a lot deeper and teach you this process for YOUR particular business, and get you on track to earning \$100k net this year.

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